

An American student's voice in Islamabad, Pakistan!



Project Title	An American student's voice in Islamabad, Pakistan!
Project Summary	Share with Pakistani friends on U.S. Embassy Islamabad's official social media handles! Embassy Islamabad is looking for social media savvy students interested in creating content and supporting the Embassy's overall digital media outreach efforts.
Country	Pakistan
Agency	Department of State
DoS Office	N/A
Post	ISLAMABAD
Section	PAS
Number of Interns	2

Project Description

Are you a savvy social media user looking to experience digital diplomacy firsthand? Join Embassy Islamabad's Innovation Team as a virtual intern! Embassy Islamabad's Innovation Team, the unit within the Public Affairs Section responsible for social and new media, wants to work with you.

The Innovation Team will work closely with the interns to identify the themes, set deadlines, and determine deliverables for social media posts, short videos, photos, and/or graphics. Selected interns will need to possess a strong understanding of social media platforms, current social media trends, and be able to provide recommendations on new and different ways to reach existing and new audiences. Interns may provide assistance in social media campaigns, designs, program announcements, and posters, incorporating U.S. public policy priorities in social media posts, and researching a variety of subjects online. At times, interns may also be asked to assist with planning and proposal drafting.

Desired Skills Interests

Additional Information

Preferred Knowledge/Skills:

- Experience with photography/videography
- Experience with and access to photo/video editing software
- Experience using social media platforms, including: Twitter, Facebook, Instagram, YouTube, SoundCloud

Check out the Embassy's presence on social media:

- Facebook (@pakistan.usembassy)
- Twitter (@usembislamabad)
- Instagram (@usembislamabad)
- YouTube (@usembpak)
- SoundCloud (@usembassyisb)

The U.S. Embassy in Islamabad, Pakistan, has a large and vibrant social media presence, actively posting on Facebook, Twitter, Instagram, YouTube, and SoundCloud. With over 4.5 million Facebook fans (and over 120k followers on Twitter and over 10k on Instagram), Embassy Islamabad's presence on social media is one of the largest within the State Department.

The Innovation Team is seeking creative and social-media savvy interns who will generate content for a standard set of annual themes throughout the school year for use on social media. The Innovation Team aims to reach new and existing audiences and increase engagement on social media platforms through the development of targeted content and by encouraging audience interaction.

The Innovation team will work with interns to strategize ways to increase digital media outreach. The digital content that is created will assist the Embassy's overall effort to engage Pakistanis in the discussion on a variety of topics to include cultural exchange, global challenges, opportunities through exchange and academic programs, American education, and U.S. foreign policy.

Selected interns will need to possess strong understanding of social media environment as well as knowledge of social media platforms, allowing them to work with the Innovation Team in enriching output and delivering the message to our audiences in a more attractive and effective manner. Successful interns should be aware of current social media trends and be able to provide recommendations on new and different ways to reach existing and new audiences. Interns may provide assistance in social media campaigns, designs, program announcements, and posters, incorporating U.S. public policy priorities in social media posts, and researching a variety of subjects online. At times, interns may also be asked to assist with planning and proposal drafting.

The intern must be proactive, creative, and a self-starter. All content must be the original creation of the virtual intern, and copyright for all works created will be the property of the U.S. government.

Communication between the Innovation Team and the interns will take place through emails, regularly scheduled calls (via online resources e.g. Skype), and online collaboration through cloud storage applications (e.g. Google drive). Occasionally, virtual interns may participate in the public diplomacy team meetings through teleconferencing to gain a more holistic understanding of how specific projects contribute to the larger goals of the Public Affairs Section.

Knowledge of Pakistan is not required, but would be considered a plus; this is also the case with Urdu language

skills (they are welcome and helpful, but not required). Additionally, awareness of current State Department priorities and campaigns is preferred but not required.

Language Requirements

None